

# Mary Margaret Godier

SENIOR DIRECTOR, CUSTOMER SUCCESS

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## PROFESSIONAL SUMMARY

Results-driven customer success leader skilled in building and scaling teams that exceed recurring revenue targets. Deep enterprise account management experience across technology, media, ecommerce, and healthcare markets. A record of building high-performing teams with a bias toward execution. Specializes in building exceptional customer experiences through cross functional collaboration and a focus on value realization.

Global Team Leadership	High Performance Coaching	Enterprise Account Management	Process Optimization
Systems/Data Integrations	Customer Health Metrics	Net Promoter Score Optimization	Growth Mindset
SaaS & Cloud Computing	Revenue Retention & Growth	Financial Oversight & Reporting	Change Management
Customer Success Playbooks	Escalation Management	Executive Stakeholder Management	Voice of the Customer

## WORK EXPERIENCE

**Director, Customer Success** | Automattic / WordPress VIP August 2022 – November 2024

- Directed a cross-functional delivery team of technical account managers, customer success engineers, and support engineers responsible for servicing WordPress VIP's highest value and most strategic customers
  - Achieved the highest average true Net Promoter Score for any team (90.4%), 29% higher than WordPress VIP's overall NPS average
  - Measured and improved team member performance, including executing performance improvement plans
  - Facilitated professional development via coaching sessions
- Transformed account management and service delivery for the assigned enterprise customer portfolio
  - Improved gross revenue retention from 82% to 95% within two years, exceeding benchmarks and protecting over \$2M in annual recurring revenue
  - Launched net revenue retention initiative, focusing on full product suite adoption and value realization playbooks
  - Served as the escalation point for business stakeholders; proactively managed account risk to mitigate churn
  - Facilitated and delivered onsite executive business reviews (EBRs) to Fortune 100 C-suite stakeholders
  - Defined and implemented unified account management best practices throughout the customer journey
  - Implemented workflow improvements to service delivery, including leveraging AI tools, to increase productivity and the number of assigned accounts; introduced mid market segment account coverage
- Accelerated strategic business initiatives and operational scalability
  - Provided sales support for new business and expansion targets by creating commercial proposals, leading new sales meetings, and entertaining prospective customers
  - Thought leader and change agent for executive leadership on CS best practices, business model change management, technology and tools, and resource planning / account assignment
  - Facilitated onsite sessions and advisory board participation to capture and translate customer feedback into actionable product roadmap input
  - Led full cycle recruiting and onboarding of new team members

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## **Vice President, Client Services** | Relevant CRM (acquired by Vertilocity in 2023)

October 2010 – July 2022

- Developed solutions offering and delivery strategy
  - Grew recurring revenue from 40% in 2015 to 90% in 2021 by executing business model change from single engagement consulting to SaaS vertical market solution offering, which positioned business for acquisition
- Analyzed and reported on company financial performance
  - Managed P&L; developed annual budgeting process and employee cost calculator
- Led engineering, support, client success, and operations teams
  - Measured and improved team member performance, including executing performance improvement plans
  - Developed performance KPIs and SMART goal system; facilitated professional development plans via weekly 1:1s, including coaching team leads to high performance; completed annual reviews
- Accountable for resolution of customer issues and overall customer satisfaction
  - Decreased churn by designing and implementing CS playbook and account management metrics
  - Served as escalation point for customer issue resolution; managed strategic projects and key accounts
- Increased Average Lifetime Value of client accounts
  - Evangelized products to drive adoption; grew revenue from existing customers by uncovering cross-sell opportunities and additional license seats; partnered with sales to close new customer deals
- Directed full cycle recruiting and onboarding of new team members
  - Saved 85% in expenses by bringing recruiting in-house, while improving employee retention over 30%

## **Owner** | A Proper Garden

January 2003 – December 2007

- Managed all facets of a dual location retail business: sales, finance, staffing, inventory, merchandising, customer service, and vendor management
- Increased gross revenue, net profit, and employee retention
- Created and managed e-commerce website

## **Director of Marketing & Web Services** | Brand Fuel

January 2000 – January 2003

- Managed full software creation lifecycle for a content management system used to create templated online storefronts for agency customers
- Supported sales initiatives for online store product, including landing BCBSNC's online store
- Implemented marketing and communications strategy, including a successful company rebrand
- Managed IT infrastructure, strategy, and resources

## **Director of Marketing** | BB&T Asura

September 1997 – December 1999

- Managed successful rebrand after three-company merger that ultimately led to acquisition
- Developed and implemented marketing strategy, managed marketing budget
- Designed and developed company website at a time when many brokerage firms had no online presence

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## EDUCATION

BA Journalism & Mass Communications | The University of North Carolina at Chapel Hill

1993 – 1997

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## TECHNICAL SKILLS

Salesforce | Microsoft Dynamics | Gainsight | Zendesk | ConnectWise | Quickbooks | Slack  
Microsoft Office Suite | Power BI | SharePoint | Visio | Azure DevOps | Jira | GitHub | Google Workspace  
HubSpot | Marketo | Greenhouse | Trello | Figma | Asana | Toggl | WordPress | Adobe Product Suite  
Agile development best practices | SQL data structure | API integrations